



May 31<sup>st</sup>, 2007

Dear HydroMassage [Aquamed],

I wish you could hear first hand what my patients say about the HydroMassage [Aquamed], it's unbelievable. My patients are absolutely thrilled with the HydroMassage [Aquamed]; which obviously makes me thrilled!

In my practice, the bed is a part of my total chiropractic plan, so I use it both pre and post adjustment. However, I also use it in conjunction with my spinal decompression unit and have found the combination very successful. In fact, every patient receives an HydroMassage [Aquamed] therapy prior to a spinal decompression treatment. I've found that the HydroMassage [Aquamed] helps to relax my patients before the decompression treatment. It also helps to increase their circulation which helps to promote the healing process.

Additionally, the HydroMassage [Aquamed] has been a very important part of my migraine protocol. I use the bed to relieve my patients' tension and to try to break the neurological pattern that causes these severe headaches. I've seen a HUGE difference in my results because of the HydroMassage [Aquamed].

I offer a Premium Package which among others, includes, spinal decompression treatments and HydroMassage [Aquamed] therapy sessions for up to \$7000. I also offer individual HydroMassage [Aquamed] sessions at \$30 for a 15 minute session and people have no problem paying this amount, in fact they welcome it. I estimate that the HydroMassage [Aquamed] alone brings in about \$5500 in revenue per month for my practice.

As a part of my marketing efforts over Christmas, I sent out free HydroMassage [Aquamed] sessions to all of my patients to either use themselves or to give to someone else. This worked wonders for me! Not only did my current patients buy more sessions for themselves, but I also gained 2-3 new patients who came in for the HydroMassage [Aquamed] and ended up being my chiropractic patients as well. The gift certificates I sell work similarly as my current patients buy them for friends and family.

I think it's a simple principle; people like to feel better and that leads to more patients and more client retention. The HydroMassage [Aquamed] is an integral part to that.

Thank you for providing such a great product,

Craig Schisler, DC